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For Immediate Release

Latitude Equipment Leasing LLC opens Lubbock Texas operation.

Marlton, NJ, May 15, 2009 - **Latitude Equipment Leasing LLC**, a New Jersey based general equipment leasing company, announced today the opening of a new field office in Lubbock Texas. **Mr. Eddie Newcomer** has joined the firm and will head the new office.

Mr. Newcomer has a degree in accounting and brings many years of solid successful experience in the business and government markets. "I'm pleased to have the opportunity to now be able to provide financial services to my growing list of clients. Recent tightening with traditional lenders has made it difficult to meet my client's needs. I'm confident that I will now be able to provide the approvals and financing my customers are demanding," Says Newcomer.

"We are very pleased to have an individual of Eddie's caliber join our team. All indications show that our company will continue to grow by providing the financing services that our clients demand, the addition of this Texas office helps to fill a void in what we feel is a key geographic market," said **Gary Kester**, chief executive officer of the firm.

About Latitude Equipment Leasing LLC.

Latitude provides Mid and Small ticket equipment leases and niche financing services to clients throughout the US. Latitude is known as a leader in Vendor Leasing programs by providing superior responsiveness and client service levels. The principal partners of **Latitude Equipment Leasing** each have well over 20 years of successful experience in leading and operating leasing companies. The company operates a Headquarters location in Southern New Jersey, a Sales Operations Office in Northern New Jersey and 22 field offices throughout the United States. More information regarding the firm can be found on their interactive web portal www.latitudeleasing.com.

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